

Appendix 5

Loudoun County Rideshare Program

Current and Planned Activities

Commuter Bus Service

Loudoun County has operated a growing commuter bus service since 1993. Since 1995, annual ridership has quadrupled to 172,923 one-way passenger trips, removing from the region's road network more than 6.9 million miles of private passenger automobile travel. In 1995, the County operated three buses and provided 44,873 one-way passenger trips each year. Today, the County operates eleven peak-period trips between Loudoun County and the region's core in both the morning and evening. Commuter buses currently carry over 400 riders each weekday. County gas tax funds have been used to support the expansion of commuter and local bus services. In addition to the serving the existing needs of county residents, commuter buses can function as precursors to other more capital intensive forms of transit such as light and rapid rail service.

Carpooling and Vanpooling

Carpooling occurs when two or more commuters ride together in a private automobile on a continuing basis. Carpooling is the simplest and most common "ridesharing" arrangement. Carpoolers and vanpoolers save money by cutting the cost of gasoline, parking, tolls and even insurance. The Loudoun County Rideshare Program has a database of registered carpoolers and vanpoolers that is used to match residents. Loudoun County currently maintains 350 names of citizens interested in carpooling in the database. Participants in the program qualify for the Metropolitan Washington Council of Government's Guaranteed Ride Home Program.

Park-and-Ride Facilities

See Chapter Two for a discussion of Park-and-Ride facilities.

Employer Outreach

The Employer Outreach Program provides daily employer outreach services to employers in Loudoun County. The County works with employers to design and promote commute alternatives in ways that best suit individual businesses. Companies and their employees can now take advantage of tax benefits under the Federal Government's Commuter Choice program. Commuting alternatives under the employer outreach program include carpooling, teleworking, alternative work schedules, flexible work schedules and transit services. Companies benefit from these alternatives by: improved employee productivity, improved morale, easier recruitment and retention, reduced parking and office space needs and costs, easier access and traffic flow, reduced absenteeism and late arrivals.